

TO-NIGHT'S PROGRAM
WTIC

TRAVELERS INS. CO.

7:45.

Introductory announcement
by Vice-President Walter G.
Cowles.

8:00-10:30.

Studio program: Emil Helm-
berger's music from Hotel Band;
trio, violin, cello, piano.

Male quartet from Mendels-
sohn Glee club of New York;
Ralph L. Baldwin, conductor;
Carl F. Mathieu, first tenor; Jo-
seph Mathieu, second tenor;
Harold N. Wiley, first bass;
Stanley Baughman, second bass.

Mrs. Gertrude McAuliffe, con-
tralto. Mrs. Barton Yaw, ac-
companied.

TRAVELERS RADIO STARTS TONIGHT

New Station's First Program to Be Broadcast At 7:45.

The Travelers Insurance Company radio station will be formally opened tonight when at 7:45 Vice-President Walter G. Cowles, through whose efforts the station was started, will make an introductory announcement through the air from the station, WTIC.

The studio program will open at 8 o'clock, broadcasting Emil Helmsbergers trio, violin, cello and piano selections at the Hotel Bond. Several selections will be sung by a male quartet from the Mendelssohn Glee Club of New York, composed of Carl F. Mathieu, first tenor; Joseph Mathieu, second tenor; Harold N. Willey, baritone; and Stanley Boughman, bass. Miss Gertrude McAuliffe, contralto, will sing and the station will sign off at 10:30 p. m.

The government experts have pronounced the station one of the finest in the country and it will no doubt be heard from coast to coast tonight. In addition to the regular army of radio enthusiasts, Travelers representatives all over the United States and Canada will be turning the dial to 348.6 meters when the big transmitter opens up.

Two Nights A Week.

WTIC will broadcast every Tuesday and Friday evening a regular

program. Thursday of this week an added attraction has been arranged, however, and the local station will relay the Victor Talking Machine Company program from WEAJ, New York, at 8 p. m. The Travelers station has been listed as class B and will use 500 watts.

The new broadcasting station has a four room studio, each room being as nearly sound proof as science can devise. The walls have been treated with a sound proof mixture and the floors are covered with thick carpets. One of the rooms is a reception room, where the artists assemble and wait their turn. There are two studio rooms from which programs can be broadcast, one, smaller than the main studio, gives opportunity for numbers to be given in quick succession.

Station Personnel.

The consulting musical director of the station is Ralph L. Baldwin, well known musical composer, conductor and writer. Elliott E. Buse is manager of the broadcasting service, Dana S. Merriman, musical director, and J. Clayton Randall, chief of the technical staff of WTIC.

The broadcasting service is under the supervision of a committee consisting of Vice-President Cowles, D. A. Glead, Major H. A. Giddings and William B. Bailey.

The station is on the sixth floor of the Grove street building of the Travelers, where the antenna tower reaches 300 feet above the ground. The station was rushed to completion for the government inspection a month ago. Since that time it has been in the hands of decorators, who have furnished and decorated luxuriously the rooms of the studio. The electricians have finally completed the arrangements for "outside controls," the outside lines by which music and other features are brought in from points outside the studio, for example the Hotel Bond.